

EVERFI®
from Blackbaud

HCA+
Healthcare®

HCA Healthcare North Carolina Division Impact Report

Understanding Mental Wellness

2023 – 2024 School Year



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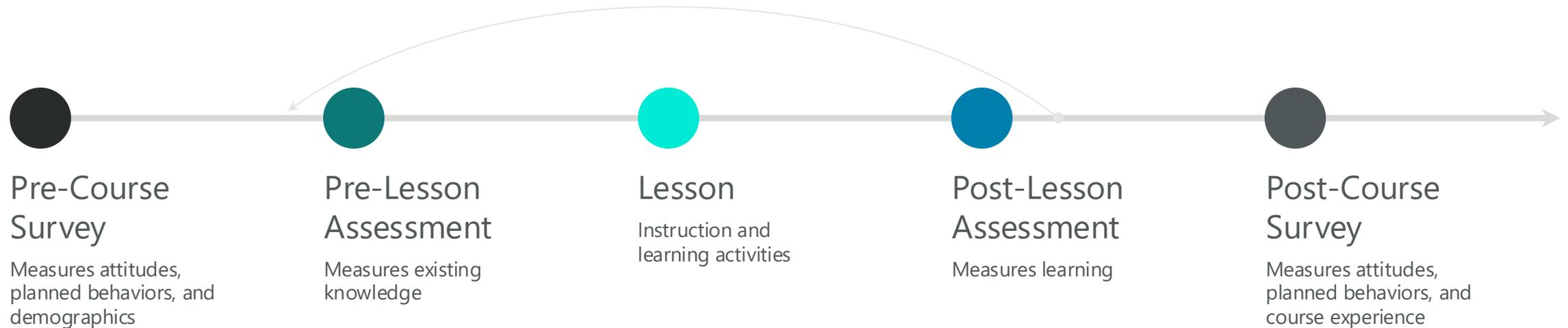
What Educators are Saying

About This Report

To measure learner impact, EVERFI focuses on students' knowledge, attitudes, and planned behaviors.

Assessments before and after each lesson measure what students already know and what they've learned. Assessments are required and grades are reported to educators.

Surveys at the beginning and end of the course experience ask learners to reflect on how they feel, what they plan to do, and their experience with the course. Surveys are optional, students under 13 years old are not surveyed, and survey response data is anonymized.



Survey insights in this report are based on responses from the 14,236 students who responded to both the pre- and the post-course survey. Demographic data is based on the 31,784 students who responded to the pre-course survey, which includes demographic questions. Assessment data reflects all students participating in the course.

Program Reach 2023 – 2024

780

Students

13

Schools

834

Hours of Learning

Program Reach 2023 – 2024 LMI Communities

230

Students

4

Schools

246

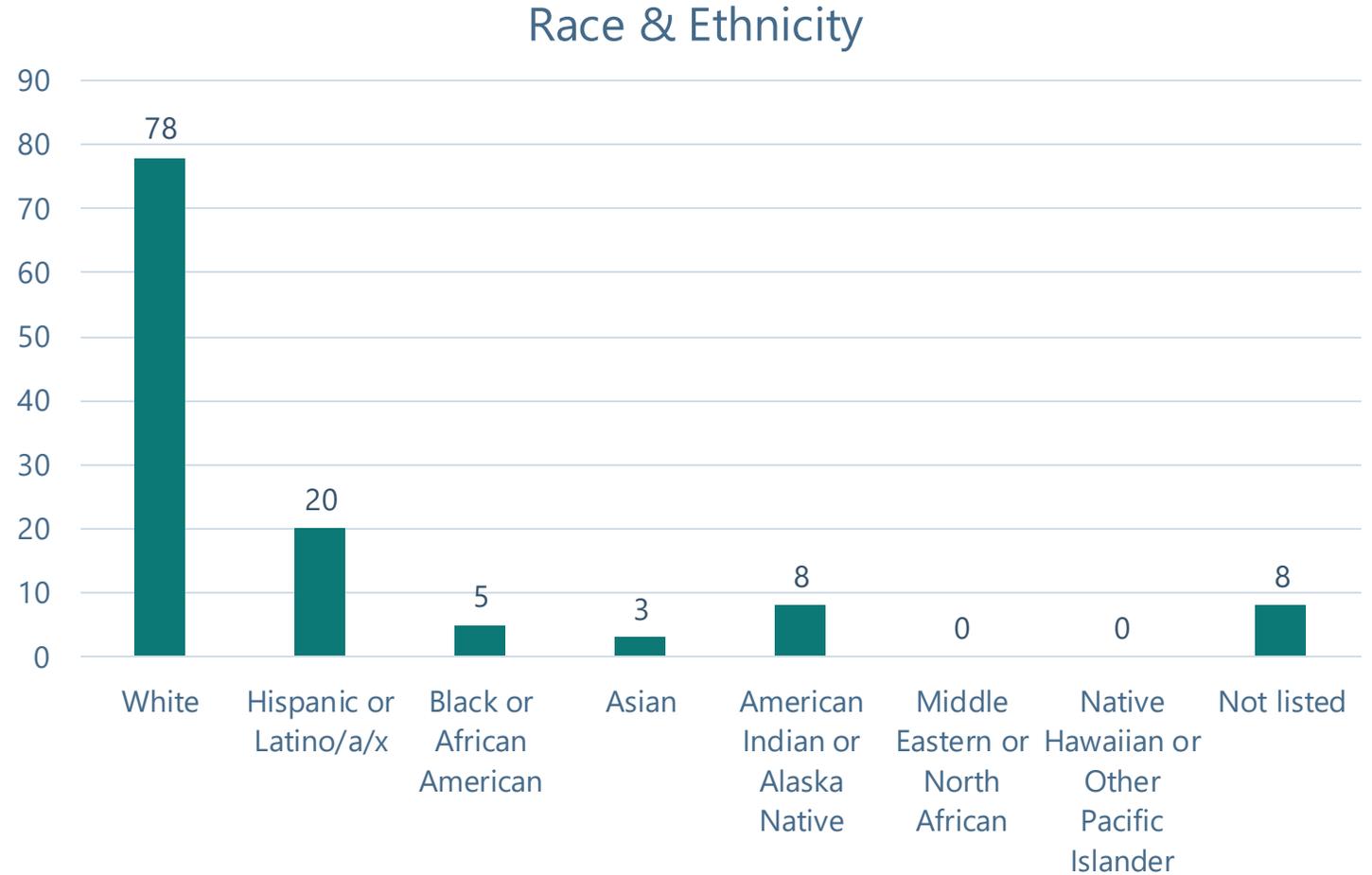
Hours of Learning

A school is considered Low- to Moderate-Income if more than 50% of students are eligible for free- or reduced-price lunch programs. If the district or state does not report lunch program data to the National Center for Education Statistics, the school is considered LMI if it is classified as a Title I school.

Student Demographics

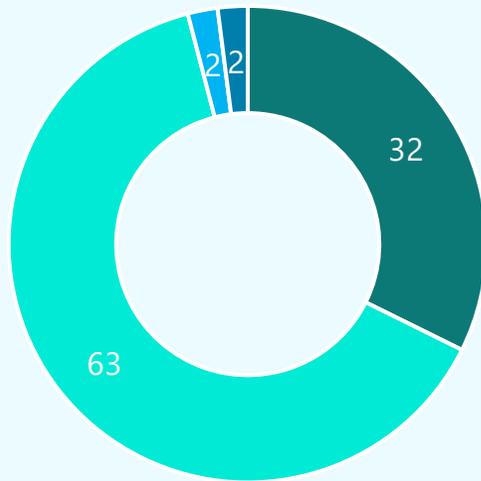
This is a summary of the demographics of students who participated in your program this year. Race & ethnicity information is self-reported by students 13 and older as part of the pre-course survey. All questions are optional, and students may choose not to share demographic information.

Students had the option to select more than one option. Total may sum to more than 100%.



Student Demographics

Gender

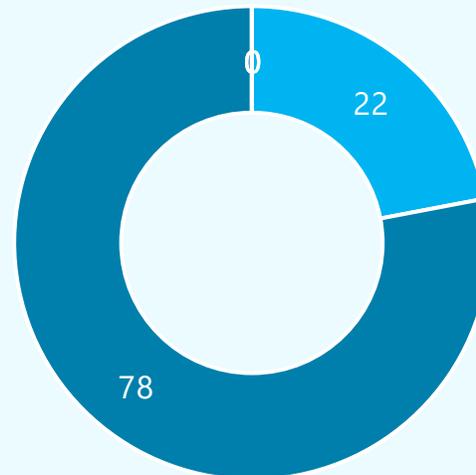


- Male
- Female
- Different Identity
- Prefer not to answer

Gender & grade level information is self-reported by students 13 and older as part of the pre-course survey.

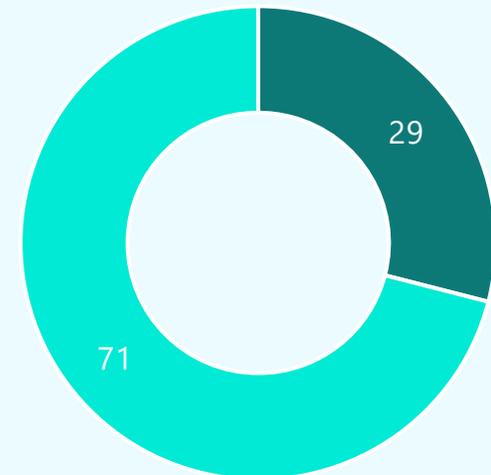
All questions are optional, and students may choose not to share demographic information.

Grade Level



- 6th grade or earlier
- 7th grade
- 8th grade
- 9th grade
- 10th grade
- 11th grade

LMI Schools



- LMI School
- Other School

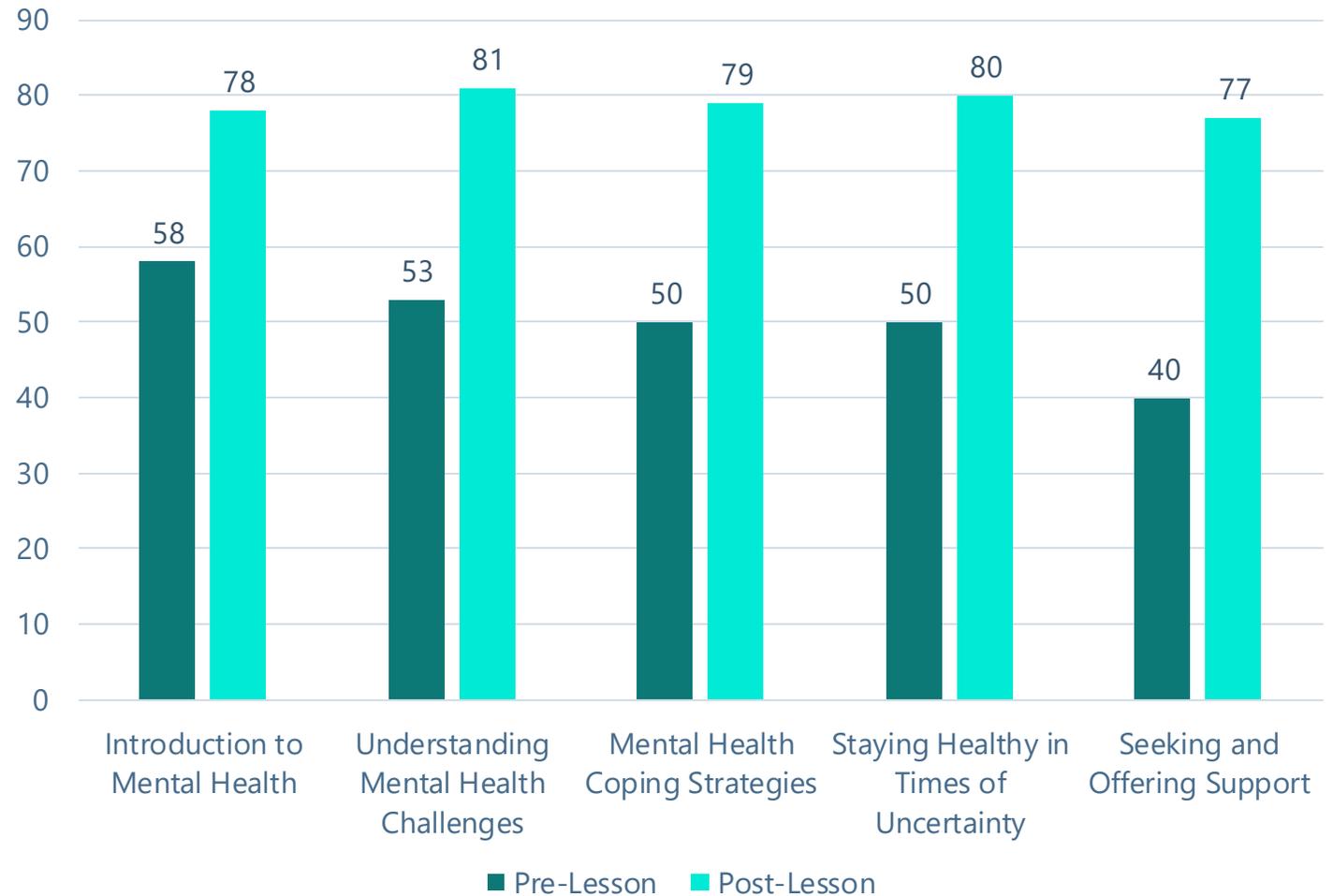
School LMI status is based on data from the National Center for Education Statistics. A school is considered Low-to-Moderate income if more than 50% of students are eligible for free- or reduced-price lunch programs.

If the district or state does not report lunch program data to NCES, the school is considered LMI if classified as a Title 1 School.

**HCA Healthcare –
North Carolina
Understanding Mental Wellness
Program**

Mental Health Knowledge

Increasing mental health literacy is linked to positive outcomes such as increased help-seeking behavior and more awareness of mental health resources. *Understanding Mental Wellness* addresses mental health literacy by introducing students to concepts ranging from the science of mental health to approaches to helping yourself and others.



57% Point Increase

In students' assessment scores from 50% to 79%

Understanding & Managing Mental Health

After participating in *Understanding Mental Wellness*, most students say the course helped them prepare to manage their mental health

100%

Students say the course helped them understand their own mental health.

100%

Students say the course helped them understand how to help a friend in need.

100%

Students say they are confident they know what they need to do to stay mentally healthy.

HCA Healthcare's
Understanding Mental Wellness
Marketing Initiatives & Events

SIGNATURE EVENTS

HCA East Florida West Broward High School

September is Suicide Prevention Month, and for this month we visited *West Broward High School* in East Florida to talk with juniors and seniors about the sensitive topic. The event was dedicated to raising awareness about suicide prevention and fostering a supportive environment for their school community. Showing that by coming together, a positive difference can be made in the lives of those around us. This event featured a discussion on a suicide prevention and then the students broke into small groups to discuss with teachers and HCA volunteers.



The event today really opened my mind and gave me a new insight into mental health and why it is so important.

- Kayla, Student, West Broward High School

SIGNATURE EVENTS

HCA South Atlantic: International African—American Museum

Monday December 11th was a very special day for *Septima P. Clark Academy* students as they were treated to a captivating fireside chat featuring NFL alumni and mental health advocates **Marcus Smith** and **Cam Johnson**, as they share personal insights with students, shedding light on the significant interplay between mental health and resilience. This event concluded with a guided tour of the newly opened International African American History Museum.

#1

First Everfi Signature partner event ever hosted at a Museum. This event was an injection of new ways of thinking about signature events.



SIGNATURE EVENTS

HCA Capital: Unity Reed High School

On May 14th at *Unity Reed High School* in Manassas, VA **6** HCA Mental Health Professionals and **10** volunteers from HCA and EVERFI ran an interactive mental health event designed to empower students by allowing them to explore different forms of expressive therapy through 5 different stations each run by mental health professionals. The stations included, Art Therapy, Movement Therapy, Animal Therapy, Emotional Intelligence, and Journaling Therapy. The students of Unity Reed were able to experience each one of the stations and engage with the mental health professionals, making for a unique and memorable event.



My favorite station was the art station, it taught us how to express our emotions in a way that wasn't writing or speaking.

- Student, *Unity Reed High School*



HCA Healthcare's *Understanding Mental Wellness* **Learner & Educator Perspectives**

Feedback from Users

What Students are Saying

Chapel Hill-Carrboro Schools

North Carolina

"I like how this course educates students on how to properly identify signs that you or a significant other/friend/family member's mental health is at risk. In addition, it has efficiently educated me on how to help someone in need of support and how to find a trusted adult or website to share information with."

Guilford County Schools

North Carolina

"I liked how this course structured its information and allowed an interactive way to obtain and learn about information. Truly it was remarkable how it illustrated topics about mental health, different types of mental health and how to combat mental health issues regarding you or your friend."

Cumberland County Schools

North Carolina

"I appreciated all the examples given, it really allowed me to see from all different perspectives what kind of problems people can have. It shows it all depends on a person's background and past experience, yet it doesn't mean I can't help them when they need it."

UNDERSTANDING MENTAL WELLNESS

Educator Ratings

Educator ratings are based on surveys of teachers who used the digital education program during the 2023-2024 school year.

Percentages are the share of educators who agreed with each statement.

+67

Net Promoter Score

How likely are you to recommend this course to another educator?
(Scale from -100 to 100)

97%

Interest

The course was interesting to students.

91%

Value

The course enhanced material I teach in the classroom.

100%

Quality

Overall, the course content is good or excellent.

Types of Mental Illness

Anxiety

“While everyone feels anxious sometimes, people with an anxiety disorder experience intense feelings of worry that interfere with their daily lives over time. People with anxiety disorders may experience panic attacks, intense fear, feeling on edge, losing hope, or having a hard time sleeping. Someone with an anxiety disorder may have physical symptoms or may even feel physical pain.”

Understanding Mental Wellness was challenging without being overwhelming for them.”

Symptoms

- Intense feelings of worry
- Panic attacks
- Irritability or feeling on edge
- Intense feelings of hopelessness or dread
- Difficulty sleeping



When to Seek Help

Learn to recognize the signs.

“

Understanding Mental Wellness covered relevant/important topics with a balance of basic information & key details. Students were able to work independently through it (helpful for those reluctant to share or who might have triggered personal experiences).”



Non-observable Signs

When you or someone you care about is hurting, you might not want others to know. Sometimes it can seem easier to pretend things are fine or even perfect. That's why it's important to understand non-observable signs.

Share Your Impact

Social Media Copy



Download 

Social Media Tiles



Download 

Stock Photography



Download 

**Share Your
Impact!**

Your annual impact report can be leveraged to present a unique story of impact to internal and external stakeholders.

EVERFI has provided a free online toolkit for you to share your impact!

Impact Report Toolkit:

List of Best Practices for Engaging Key Stakeholders

Social Media Assets

- Social Media Tiles
- Social Media Copy
- Stock Photography

Communications Templates

- Press Release
- Executive Summary
- Internal Company Email
- Volunteer Thank you Email
- District/Principal/Teacher Email